SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing

David Howard– Blogging and Content Marketing Educator
davidhoward@shawacademy.com

Lesson 6 – Monetising Your Blog

Opening

In lesson 6, we go into several different ways in which bloggers have been able to monetise their content. We also discuss guest blogging, and how it can help boost your marketing efforts. we discuss the importance of planning your content and look at why curating content can add a whole new dimension to your content strategy.

Body of the Lesson

Lesson 8 was all about showing the value of content. We looked at a number of strategies that a blogger can implement with the goal of monetising their content. We specifically looked at a few options:

- **Google AdSense** – Set up Google's ad network on your blog
- **Affiliate Marketing** – Align your content with a brand or retailer to promote certain products
- **Sponsorship** – Take a more tailored approach and find relevant sponsors for your blog
- **Book Publishing** – Utilise the content and experience that you have created in publishing a book
- **Events & Online Webinars** – Great for b2b to generate a new source of revenue

The New York Times
NETFLIX
Women Inmates:
Why the Male Model Doesn't Work
As the number of women inmates soars, so does the need for policies and programs that meet their needs
By Melanie Deziel
A0228276
A0221709

We also looked at another clear indicator that the value in compelling content is on the rise. Sponsored content and native ads show how brands/publishers are trying to embrace this new model. The challenge is that there is a blurred line between organic and paid for content that can lead to specific agendas being promoted and this can feel deceitful as a reader if they believe this is an organically produced article. We looked at examples of when advertisers and publishers come together to create great content (New York Times/Netflix), and how effective and valuable sponsored content can be. This may be a future route to generate revenue from your blog as this becomes more widely adapted.

- **Guest Blogging:** *This is where you write and publish an article on someone else's website or blog*.

Guest blogging is a tactic that should be used to boost the profile of yourself and your content. It can help you reach a whole new audience. It should be used as a complimentary element of your growth strategy.

Upcoming in Lesson 7

In Lesson 7, we will be looking at the next stage of blogging, growing your audience. The importance of creating compelling content for your blog will dictate how engaging and sustainable you can be at this. We will look at the best way to inject life and personality into your content and why that is important.

Additional Notes

Thank You

SHAW ACADEMY